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## Background

- Price is an important determinant of demand for tobacco products and a highly effective lever for reducing tobacco use
- Little is known about the distribution and pricing strategies used by tobacco companies in low-and middle-income countries

## Methods

- In 2015-16, three brand variants were systematically purchased in nine low- and middle-income countries (Bangladesh, Brazil, China, India, Indonesia, Philippines, Russia, Thailand, Vietnam)
- The brand variants included a popular national and international variant in each country, and Marlboro Reds in all countries
- Brand variants were selected by combining information from Euromonitor, Global Adult Tobacco Surveys, and in-country partners
- In each country, a brand variant purchase was attempted from one vendor in each of 12 low, middle, and high socioeconomic areas in three major cities (four in India, five in China)

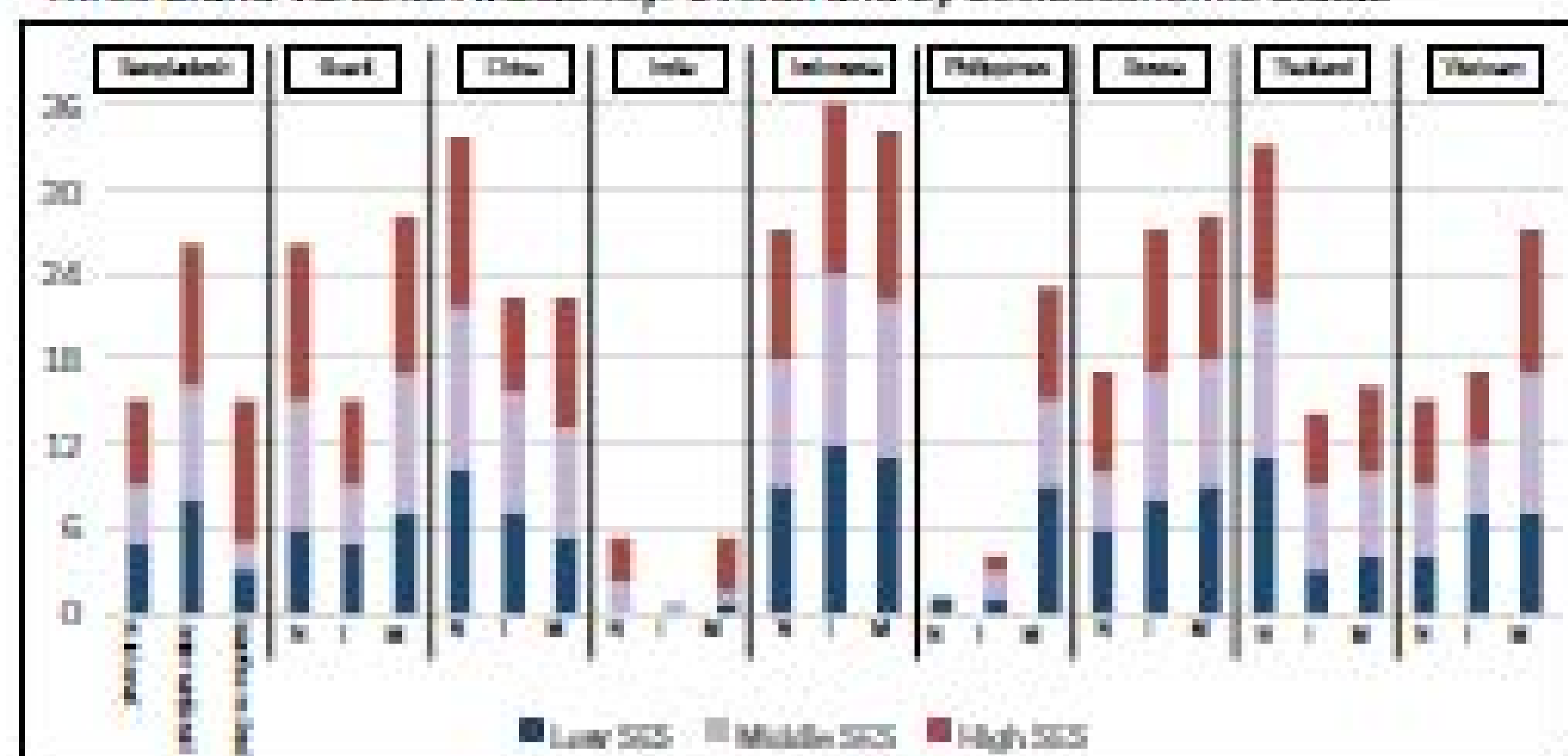
Three Brand Variants: Example from Vietnam



Left to right: National brand (Vinataba, Vietnam National Tobacco), International brand (Bastos, Imperial), Marlboro Red (PMI)

## Results

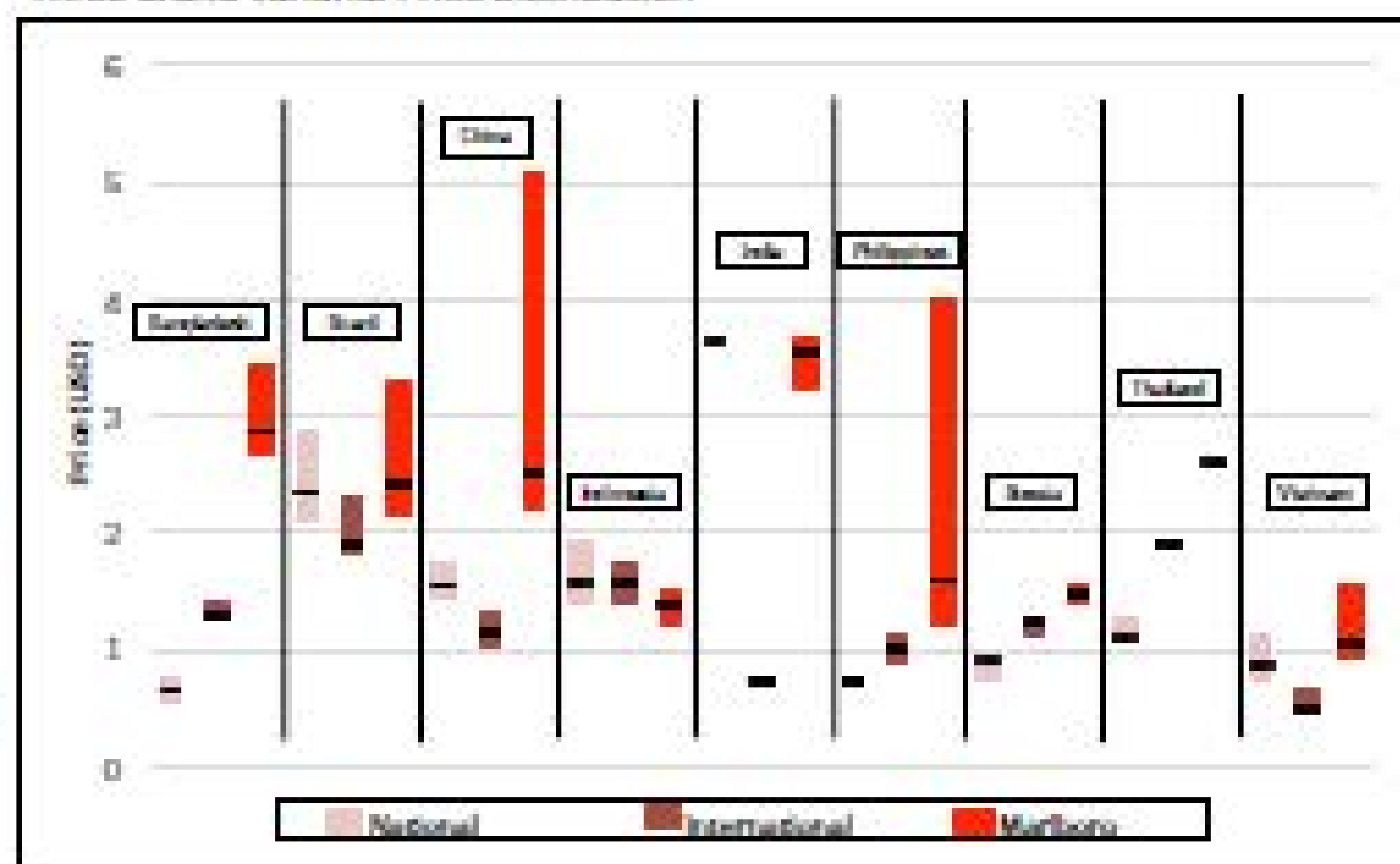
Three Brand Variants Availability: Overall and by Socioeconomic Status



- In every country, Marlboro Reds were readily available; a pack was found in every city and socioeconomic area visited
- The other popular brand variants were less widely available. Samples in India and Philippines were too small for within country comparisons

- The average price of Marlboro Reds was significantly higher than the other variants in five out of seven countries
- In Brazil, Marlboro pricing was not significantly different from the national variant, and in Indonesia, Marlboros were more affordable than the other variants
- On average, the price range in Marlboro Reds was \$1.09 compared to \$0.36 for the national variant and \$0.23 for the other international variant
- The removal of foreign and duty free Marlboro Reds does not change the average price results, but decreases the price range to \$0.48

Three Brand Variants Price Distribution



## Conclusions

- Differences were found in availability and pricing at the country and brand variant levels
- Possible explanations for the availability and price distribution findings include the demand for other tobacco products (India), the availability of multiple Marlboro Red presentations (Bangladesh, China, India, Philippines), and price controls (max price, India, Russia; min price, Indonesia)

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